

Message Text

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PAGE 01 ROME 03352 071332Z

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 COME-00 ERDE-00 DOTE-00 FAA-00

PM-03 CIAE-00 INR-07 NSAE-00 DODE-00 TRSE-00 ERDA-07

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P 071220Z MAR 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 9906

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

UNCLAS ROME 3352

MILAN: FOR U.S. TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: QUARTERLY EVALUATION FY 1975 CCP FOR ITALY

REF.: (A) ROME'S A-686, NOVEMBER 7, 1974;

(B) STATE 280182, DECEMBER 24, 1974

1. SUMMARY. IN FIRST EIGHT MONTHS OF FY 1975 CCP FOR ITALY HAS RECORDED SALES OF DOLS 140,466,800, WHICH REPRESENT 178 PERCENT OF TARGETED DOLS 78.9 MILLION. ALTHOUGH THREE OF THE NINE CAMPAIGNS HAVE NOT YET REACHED TARGETS, FOLLOWING PERCENTAGES INDICATE OUTSTANDING SUCCESS OF FOUR CAMPAIGNS IN PARTICULAR: CAMPAIGN NO. 3 (SPECIALIZED MACHINERY), 348 PERCENT OF TARGET; CAMPAIGN NO. 4 (POWER SOURCES AND ENERGY-RELATED EQUIPMENT), 735 PERCENT; CAMPAIGN NO. 5 (AVIONICS, AIRPORT EQUIPMENT), 404 PERCENT; AND CAMPAIGN NO. 7 (CONSUMER PRODUCTS), 378 PERCENT. END SUMMARY.

UNCLASSIFIED

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PAGE 02 ROME 03352 071332Z

2. CAMPAIGN NO. 1 - COMPUTERS AND RELATED EQUIPMENT (ROSS).

A. OBJECTIVES. DOLS 6,315,000 THIS QUARTER. DOLS 8,315,000
IN POTENTIAL SALES SO FAR IN FY 1975. (TARGET: DOLS 24 MILLION.)
EIGHT NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM2: 32 PERCENT OF MTC SHOW WAS COMPUTERS.
ITEM 3: 27 FIRMS ORAL COMMITMENTS FOR EVENT. ITEM 5: THREE
BSPS. ITEM 6: TWO ADSS. ITEM 7: ONE TO. ITEM 8: SEVEN
BUSINESS CONSULTATIONS. ITEM 9: TWO ARTICLES IN COMMERCIAL
NEWSLETTER.

3. CAMPAIGN NO. 2 - PROCESS-CONTROL INSTRUMENTATION (NEGRETTI).

A. OBJECTIVES. DOLS 2,010,000 SALES THIS QUARTER. TOTAL FOR
FY 1975 SO FAR DOLS 3,185,800. (TARGET: DOLS 5.2 MILLION).
13 NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 2: 30 EXHIBITORS (9 NTM; 21 OTM).
ITEM 3: ONE BSP. ITEM 4: TWO ADSS. ITEM 5: ONE TO.
ITEM 6: 13 BUSINESS CONSULTATIONS. ITEM 7: ONE ARTICLE IN
NEWSLETTER. OTHER: THREE-DAY EXHIBITION AT EMBASSY THEATER
RESULTED IN 75 KEY CONTACTS.

4. CAMPAIGN NO. 3 - SPECIALIZED MACHINERY (ROSS).

A. OBJECTIVES. DOLS 9 MILLION THIS QUARTER, BRINGING TOTAL TO
DOLS 17,065,000 SO FAR IN FY 1975 (DOLS 4.9 MILLION TARGETED).
ONE NTM FIRM INTRODUCED, BUT TECHNIQUES TWO AND FOUR COULD
INCREASE FIGURE.

B. TECHNIQUES. ITEM 2: TO TAKE PLACE THIS MONTH. ITEM 4:
FOUR PARTICIPANTS (ALL NTM) FALL WITHIN THIS CAMPAIGN.
PROMOTION AND REPPIND UNDERWAY. ITEM 5: CANCELLED.
ITEM 6: ONE ADS. ITEM 7: 24 TOS. ITEM 8:23 BUSINESS
CONSULTATIONS. ITEM 10: PERSONNEL FROM AMCONSUL, MILAN,
ATTENDED 12TH SAMOTER AT VERONA TO ASSIST, UNDER FOREIGN-
BUYERS PROGRAM, 90 MEMBER ITALIAN TRADE MISSION TRAVELLING
TO CONEXPO.

5. CAMPAIGN NO. 4 - POWER SOURCES AND ENERGY-RELATED EQUIPMENT
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PAGE 03 ROME 03352 071332Z

(LAWRENCE).

A. OBJECTIVES. DOLS 40,640,000 IN SALES BY MTC AND ROME
PROMOTION BRINGING FY 1975 TOTAL TO DOLS 47,040,000. NINE
NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 5: FIVE TOS. ITEM 6: 119 BUSINESS
CONSULTATIONS. ITEM 9: ENTIRE JANUARY ISSUE OF NEWSLETTER

DEVOTED TO THIS CAMPAIGN. IN ADDITION, JULIUS RUBIN, (EUROPEAN AEC REP) CHAIRED ROUND TABLE FOR PRESIDENT AND 14 KEY PERSONNEL OF ENEL AND MADE PRESENTATION TO TWO MFA OFFICIALS AND TWO TOP REPS OF ENI.

6. CAMPAIGN NO. 5 - AVIONICS, AIRPORT EQUIPMENT (CRAFTS).

A. OBJECTIVES. DOLS 25 MILLION IN SALES THIS QUARTER, BRINGING FY 1975 TOTAL TO DOLS 25.5 MILLION. (TARGET: DOLS 6.3 MILLION.) NINE NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 4: FOUR TOS. ITEM 7: TWO PRESS RELEASES AND ONE ARTICLE IN NEWSLETTER. OTHER: 78 BUSINESS CONSULTATIONS; 60 TELEPHONE CONTACTS; AND 25 REPFIND.

7. CAMPAIGN NO. 6 - ELECTRONIC COMPONENTS (NEGRETTI).

A. OBJECTIVES. SALES OF DOLS 3,056,000, BRINGING FY 1975 TOTAL TO DOLS 6,856,000. (TARGET: DOLS 3.8 MILLION.) SIX NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 2: ONE BSP. ITEM 3: ONE ADS. ITEM 4: EIGHT TOS. ITEM 5: 12 BUSINESS CONSULTATIONS. ITEM 7: ONE ARTICLE IN NEWSLETTER.

8. CAMPAIGN NO. 7 - CONSUMER PRODUCTS (FROST).

A. OBJECTIVES. SALES OF DOLS 26,015,250, BRINGING FY 1975 TOTAL TO DOLS 29.9 MILLION. (TARGET: DOLS 7.9 MILLION.) 25 NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 2 (B): NINE PARTICIPANTS SIGNED AND TWO ORAL COMMITMENTS. ITEM 3: THREE ADDITIONAL BSPTS HELD.

UNCLASSIFIED

PAGE 04 ROME 03352 071332Z

ITEM 5: TEN ADSS. ITEM 6: 16 TOS. ITEM 7: 35 BUSINESS CONSULTATIONS. ITEM 8: COMPLETED; HI-FI DESK STUDY IN DRAFT. ITEM 9: U.S. SHOWS AND NEW PRODUCTS PUBLICIZED IN NEWSLETTER.

9. CAMPAIGN NO. 8 - BUSINESS AUTOMATION EQUIPMENT (MYLES).

A. OBJECTIVES. SALES OF DOLS 575,000, BRINGING FY 1975 TOTAL TO DOLS 605,000. (TARGET: DOLS 900,000.) FOUR NTM FIRMS INTRODUCED.

B. TECHNIQUES. ITEM 1: CANCELLED. ITEM 4: THREE TOS. ITEM 5: TEN BUSINESS CONSULTATIONS. ITEM 6: MARKET RESEARCH CONTRACT LET. ITEM 7: ONE ARTICLE IN NEWSLETTER.

10. CAMPAIGN NO. 9 - MAJOR PROJECTS/MAJOR PRODUCT OPPORTUNITIES
(ROSSI).

A. OBJECTIVES. SALES OBJECTIVE ALL BUT ACHIEVED. (TARGET:
DOLS 19.5 MILLION.)

B. ACTIVITIES. ITEM 1: COLLINS HAS SIGNED DOLS 20 MILLION
CONTRACT, BUT GOI STILL MUST SIGN, WITH HIGH LIKELIHOOD FOR
SIGNING WITHIN 30 DAYS. ITEM 3: TO WORTH DOLS TWO MILLION
SUBMITTED. ITEM 5: SEE NAPLES' A-11 OF NOVEMBER 29, 1974.
ONE BSP, POTENTIAL SALES OF DOLS 5 MILLION; SEE ROME'S A-777
OF DECEMBER 20, 1974. ITEM 10: NEGOTIATIONS ON FINANCING
PACKAGE CONTINUING. OTHER: NEW MAJOR PROJECT LEADS
REPORTED ON ALGERIA-ITALY GAS PIPELINE, MILITARY
AIRCRAFT, AND NAVAL WEAPONS SYSTEMS.VOLPE

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